Boom in Hass avocado production in Peru

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Informations
- **Product(s):** Avocado
- **Rubrique / Thématique:** Direct from the markets
- **Country:** Peru
- **Keywords:** Production

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Articles from same magazine
- Date market
- Mango: 2016 source by source review
- Counter-season berries

Linked articles
- Organic, not such good compliance …
- 2015-16 Spanish citrus season: severe heatwave.
- European stone fruits: potential revised downward, particularly for the peach and nectarine

Two tough years in a row in terms of climate had nearly put the Peruvian Hass boom out of the professionals' minds; but 2017 should refresh their memory. According to Prohass' projections, the export potential will be up by approximately 40%, taking Hass availability to just over 250,000 t as opposed to 180,000 t in 2016. This figure should be taken with some reservations, as the weather has changed from favourable to abnormally hot and wet since December. Volumes scheduled for the EU-28, by far the country’s leading market, saw a rise of approximately 20% from 2016. There is also the ambition to practically double shipments to the United States, though without regaining 2014 levels, which were financially catastrophic on this market. The diversification markets in Asia and neighbouring countries should also absorb significantly rising volumes, though with market share remaining at less than 10%. The marketing calendar should run for longer than in previous seasons, especially thanks to the first produce from the large irrigated region of Olmos, getting the season off to an early start.

Professionals sources, Prohass, freshfruitportal

![Avocado - Peru - Exports (in 000 tonnes / source: Sunat)](image)